1981 Cumulative Index

To help locate pertinent subjects and authors, we have published two indexes for 1981:

Cumulative Subject Index lists subject terms for all articles contained in the 1981 *American Demographics*. An asterisk (*) after the date indicates a book review.

Author-Title Index lists all authors & the titles of their articles.

SUBJECT INDEX

A

Air conditioning, F/38

Annual Housing Survey, N/42-44

Apartment construction, S/47

Arts:
participation, N/40-41; support, N/41

At-work population, Je/38

Attitude surveys, My/34-35

Automatic Interaction Detector (AID), Je/33

B

Baby-boom generation, F/28-35; Mr/30-35:
career expectations, Mr/33-34; economic effects, F/31, 34, 35; economic status, Mr/30; S/6-7*; fertility, S/6-7*; lifestyles, F/31-35; marketing to, Mr/32; maturation, Mr/30-35; media image, Mr/32-33; political participation, Mr/35; professionals, Mr/30, 33-35; spending habits, F/28-29, 32-35; work ethic, Mr/34

Baby-bust generation:
college enrollments, O/25; economic effects, My/18-19, 44; spending habits, My/19

Baseline population projections, Ap/33-35

Baseline population projections, state, Ap/37

Bilingualism, My/28-33

Black-owned businesses, Je/18-20:
finances, Je/18-19; governmental assistance, Je/19; location, Je/18-20

Blacks:
age distribution, Jl-Ag/16-17; census undercount, Jl-Ag/16-17; central city population, N/16-19; migration, S/16-21, 44; radio use, S/14; sex ratio, Jl-Ag/17; suburbanization, S/16-21, 44

Bureau of Labor Statistics:
Consumer Price Index Hot Line, Je/9; D/45; regional offices, Je/9; S-47

Businesses:
black-owned, Je/18-20; educational programs for women, Je/23; minority-owned, Ap/44*; Je/18, 20; Small Business Administration, Je/19, 22-23; women-owned, Je/21-23

C

Cable television:
advertising potential, O/37-38; demographic data use, O/35-38; programming, O/35-37; targeting, O/37-38

Career changes, Je/40*

CENSPAC, Ja/38-41; D/2-4

Census (1890), M/8

Census (1980):
age distribution, Jl-Ag/14-19; data sources, D/12-13; gentrification, N/14-19; households, O/28-33; housing statistics, My/26-27; Local Review Program, Jl-Ag/32-37; maps, D/12-13; political impact, S/11; N/33-37; population statistics, My/24-26; racial & ethnic statistics, Jl-Ag/16-18; O/2-4; recommended improvements, Jl-Ag/35-37; sex ratio, Jl-Ag/14-17; SMSAs, D/25-42; software, Ja/38-41; D/2-4; undercount, Jl-Ag/34-35; N/34

Census Bureau:
Congressional relations, N/33-37; Data User Services Division (DUSD), D/12-13; historical survey, Jl-Ag/44*; political controversies, N/33-37

Census of Retail Trade, Ja/29-30

Center of population, Ap/24-26

Central cities:
black population, S/16-21, 44; business climate, Ja/19, 44; economy, Ja/18-19; gentrification, N/14-19; housing statistics, My/26-27; labor market, Ja/17; population decline, N/14-17, 19; population statistics, My/24-26; racial composition, S/16-21, 44; N/16-19; revitalization, Ja/18-19, 45

Child-rearing costs, Jl-Ag/25-29:
regional variations, Jl-Ag/27-28; USDA estimates, Jl-Ag/25-29

Children:
care, My/12; restrictive policies in housing, F/2

College & university enrollments, S/47:
demographic trends, O/25-26; geographic factors, O/26-27; Ph.Ds D/9; private colleges, O/25-27

Computer mapping, Mr/27-29; Jl-Ag/9

Condominium conversions, Mr/42-44

Conference Board, Inc., S/38-39

Congress:
Constituency, D/10; reapportionment, S/11; N/24-29, 36; relations with Census Bureau, N/33-37

Consumers, F/22-23:
aging population, F/22-23; baby boom generation, F/28-35; baby bust generation, My/19; economic influences, F/23; My/18-19, 44

Credit card accounts:
geo-coding, S/24; marketing use, S/22-24

Credit union customers, S/14, 43

Current Population Survey, Jl-Ag/35-36

D

Daytime population, Je/38-39:
data sources, Je/39; measurement, Je/38-39

Demographic data companies, F/15-21:
census products, D/13, 16; directory, F/16-21; D/16

Demographic trends:
historical, Ap/22-27; projected, Ap/22, 26-27

Demographic variables:
analysis, Je/30-33; interaction, Je/30-33

Demographics, N/2-4

Department stores:
credit card accounts, S/22-24; marketing research, S/22-24

Divorce, Mr/17; O/11-12; N/30-31

Drug use, My/10

E

Economic censuses, Ja/26-31:
business activities, Ja/26; data collection, Ja/26; history, Ja/27-28; industrial activities, Ja/26; market research, Ja/28-30

Economic decentralization, Ja/16, 45

DUALabs vs Census Bureau, D/2-4

Elderly:
characteristics of population, Je/13-15; consumer behavior, Mr/16-17; economic status, Mr/14-16; employment, F/40-41*; S/13-14; immigrants, Je/13-15; income, Jl-Ag/12; lifestyles, Mr/14; marketing to, Mr/13-17, 40-41; retirement, F/40-41*; S/13-14

Election polling, Je/24-29:
accuracy, Je/27, 29; sampling methodology, Je/26, 29

Elections (Presidential):
voter participation, Je/42-43; voter profile, Je/43-44

Emigration, Mr/7-8; Ap/16-18

Energy, F/36-38

Entrepreneurs, Je/17:
black, Je/18-20; minority, Je/18-20; women, Je/21-23

Ethnic Almanac, Jl-Ag/2-5

Ethnic population, Ap/42-44*; Jl-Ag/2-5

F

Families:
female-headed, Jl-Ag/42-43; income projects, Ap/46-47; size, Ja/50-51; two-income, S/35-37; O-12

Family Life Cycle (FLC), Je/32-33

Fatalities, work-related, S/12

Federal-State Cooperative Program for Local Population Estimates, Ap/36-37

Federation for American Immigration Reform (FAIR), N/36

Fertility, Ja/2; My/9:
Alaskan, D/10; economic relationship, S/6-7*; Hispanic, My/9; teenage, Ap/11

Flexible work hours, D/44

Food expenditures, F/9; S/12-13

Forecasting, Ja/43

Frontier, Ap/26

G H

Gentrification, Ja/17-18, 46; N/14-19

Global 2000 Report to the President, S/2-4

Government employees, D/45:
federal, Jl-Ag/10; local, Ja/10

Handicapped, Je/4

Heads of household, female:
demographic characteristics, Jl-Ag/42-43; income, Jl-Ag/42-43

Health:
practices, Mr/2; statistics, F/9; Mr/2; Ap/14; Je/4

Heating fuels, F/36-38

Hispanics:
age distribution, Jl-Ag/16,18; fertility, Je/6; illegal aliens, Jl-Ag/16; sex ratio, Jl-Ag/16

Household expenditures, Jl-Ag/46-47
(*See also* Food expenditures)

Household technology, My/4; N/44*

Households:
female-headed, Jl-Ag/42-43; N/46-47; growth, O/31-33; single-person, N/46-47; size, O-28-33

Housing, N/6, 44*:
child restrictive policies, F/2; forecasts, My/46-47; market, F/42-44; statistics, N/42-44; (*See also* Apartment construction, Condominiums, Rental housing, Real estate)

I J

Illegal aliens, Ap/18; Jl-Ag/16; O/17; N/35-36

Immigrants:
aging population, Je/13-15; country of origin, O/17; effect on population growth, O/17-21; historical trends, Je/13-15; (*See also* Refugees, Cuban)

Immigration estimates, Ap/16-18

Income:
forecasts, S/46; per capita, O/40-41; personal, O/40-41

Institute for Social Research, My/34-35

Insulation, F/38

Japanese consumers, Jl-Ag/10-11

Job placement, F/12

L

Labor force:
at-work population, Je/38; demographic changes, Je/9; S/28-33; economic changes, S/28-33; forecasts, F/46-47; Mr/46; work attitudes, Jl-Ag/11-12

Labor unions:
demographic influences, S/28-33; membership decline, S/28-33

Land ownership, Ja/8-9

Language use:
data collection, My/28-33; English proficiency, My/28-33; historical statistics, My/28-30

Leisure activities, My/10, 15; N/40-41

Lifestyle research, Ja/20-25; My/21-23; S/25-27:
data analysis, Ja/20-23, 25; methodology, Ja/20, 24-25; My/21-23; *Work Values Signal*, My/23; *Yankelovich Monitor*, F/31-32; Mr/30-35; My/21-23

Local Review Program, Jl-Ag/32-37:
community relations, Jl-Ag/32-35, 37; methodology, Jl-Ag/34; statistical resources, Jl-Ag/34, 37

M N

Magazines:
market, N/12; targeting to elderly, Mr/40-41

Mail order industry, Je/6-7

Marketing research, Je/30-33:
composite analysis, Je/31-33; firms, Ja/29-31, F/15-21; graduate education, F/10-11

Marketing to elderly, Mr/13-17, 40-41

"Method of demographic analysis", Ap/16

Mexican-Americans, Ap/44*; O/12

Middle classes, Jl-Ag/20, 23

Migration, Ja/14, Mr/18-21

Military recruitment, Ap/12

Minorities:
business enterprises, Ap/44*; Je/18-20; military recruitment, Ap/12; state populations, O/13; undercount, N/34; (*See also* Blacks, Hispanics, Mexican Americans)

Money management, Je/7-9

Mother tongue, My/28-32

National Ambulatory Medical Care Survey, F/9; Ap/14

National Research Council Panel on Small-Area Estimates of Population & Income, Ap/19-20

National Technical Information Service (NTIS), Je/34-36

Newspapers:
lifestyle research, Ja/20-25; targeting, Ja/23-24, Mr/40-41

Nonmetropolitan areas:
business climate, Ja/17-18; economy, Ja/16, 18, 44; employment opportunities, Ja/16-17; population, Ja/15

Nonprofit organizations, Jl-Ag/12

O P

Office of Federal Statistical Policy & Standards, Ap/2

Older persons (50-65):
consumer behavior, Mr/16; economic status, Mr/14; lifestyles, Mr/14

Overpopulation, S/2-4

Palm Beach Lifestyle Study, J/20-23

Pet cemeteries, Jl-Ag/11

Population density, Ap/25-26

Population estimates, Ap/16-21:
accuracy, Ap/16-21; county, Ap/20, 36-37; small-area, Ap/18-20, 30-32; state, Ap/30-31, 36-37; use in federal allocations, Ap/18-20

Population growth, S/2-4:
computer mapping, Jl-Ag/9; fertility levels, O/18-21; immigration, O/17-21; projections, O/18-21

Population projections:
methodology, Ap/38-40; proposed federal guidelines, Ap/33-35; small area, Ap/30-32; state, Ap/30-31, 36-37; use in federal allocations, Ap/33-35, 37

Population trends:
aging, F/22-23; Jl-Ag/18-19; economic effect, F/22-23; historical, Je/13-15; immigration effects, Je/13-15; state & regional variations, Mr/18-20; Jl-Ag/18-19

1981 Cumulative Index

To help locate pertinent subjects and authors, we have published two indexes for 1981:

Cumulative Subject Index lists subject terms for all articles contained in the 1981 *American Demographics*. An asterisk (*) after the date indicates a book review.

Author-Title Index lists all authors & the titles of their articles.

SUBJECT INDEX

A

Air conditioning, F/38

Annual Housing Survey, N/42-44

Apartment construction, S/47

Arts:
participation, N/40-41; support, N/41

At-work population, Je/38

Attitude surveys, My/34-35

Automatic Interaction Detector (AID), Je/33

B

Baby-boom generation, F/28-35; Mr/30-35:
career expectations, Mr/33-34; economic effects, F/31, 34, 35; economic status, Mr/30; S/6-7*; fertility, S/6-7*; lifestyles, F/31-35; marketing to, Mr/32; maturation, Mr/30-35; media image, Mr/32-33; political participation, Mr/35; professionals, Mr/30, 33-35; spending habits, F/28-29, 32-35; work ethic, Mr/34

Baby-bust generation:
college enrollments, O/25; economic effects, My/18-19, 44; spending habits, My/19

Baseline population projections, Ap/33-35

Baseline population projections, state, Ap/37

Bilingualism, My/28-33

Black-owned businesses, Je/18-20:
finances, Je/18-19; governmental assistance, Je/19; location, Je/18-20

Blacks:
age distribution, Jl-Ag/16-17; census undercount, Jl-Ag/16-17; central city population, N/16-19; migration, S/16-21, 44; radio use, S/14; sex ratio, Jl-Ag/17; suburbanization, S/16-21, 44

Bureau of Labor Statistics:
Consumer Price Index Hot Line, Je/9; D/45; regional offices, Je/9; S-47

Businesses:
black-owned, Je/18-20; educational programs for women, Je/23; minority-owned, Ap/44*; Je/18, 20; Small Business Administration, Je/19, 22-23; women-owned, Je/21-23

C

Cable television:
advertising potential, O/37-38; demographic data use, O/35-38; programming, O/35-37; targeting, O/37-38

Career changes, Je/40*

CENSPAC, Ja/38-41; D/2-4

Census (1890), M/8

Census (1980):
age distribution, Jl-Ag/14-19; data sources, D/12-13; gentrification, N/14-19; households, O/28-33; housing statistics, My/26-27; Local Review Program, Jl-Ag/32-37; maps, D/12-13; political impact, S/11; N/33-37; population statistics, My/24-26; racial & ethnic statistics, Jl-Ag/16-18; O/2-4; recommended improvements, Jl-Ag/35-37; sex ratio, Jl-Ag/14-17; SMSAs, D/25-42; software, Ja/38-41; D/2-4; undercount, Jl-Ag/34-35; N/34

Census Bureau:
Congressional relations, N/33-37; Data User Services Division (DUSD), D/12-13; historical survey, Jl-Ag/44*; political controversies, N/33-37

Census of Retail Trade, Ja/29-30

Center of population, Ap/24-26

Central cities:
black population, S/16-21, 44; business climate, Ja/19, 44; economy, Ja/18-19; gentrification, N/14-19; housing statistics, My/26-27; labor market, Ja/17; population decline, N/14-17, 19; population statistics, My/24-26; racial composition, S/16-21, 44; N/16-19; revitalization, Ja/18-19, 45

Child-rearing costs, Jl-Ag/25-29:
regional variations, Jl-Ag/27-28; USDA estimates, Jl-Ag/25-29

Children:
care, My/12; restrictive policies in housing, F/2

College & university enrollments, S/47:
demographic trends, O/25-26; geographic factors, O/26-27; Ph.Ds D/9; private colleges, O/25-27

Computer mapping, Mr/27-29; Jl-Ag/9

Condominium conversions, Mr/42-44

Conference Board, Inc., S/38-39

Congress:
Constituency, D/10; reapportionment, S/11; N/24-29, 36; relations with Census Bureau, N/33-37

Consumers, F/22-23:
aging population, F/22-23; baby boom generation, F/28-35; baby bust generation, My/19; economic influences, F/23; My/18-19, 44

Credit card accounts:
geo-coding, S/24; marketing use, S/22-24

Credit union customers, S/14, 43

Current Population Survey, Jl-Ag/35-36

D

Daytime population, Je/38-39:
data sources, Je/39; measurement, Je/38-39

Demographic data companies, F/15-21:
census products, D/13, 16; directory, F/16-21; D/16

Demographic trends:
historical, Ap/22-27; projected, Ap/22, 26-27

Demographic variables:
analysis, Je/30-33; interaction, Je/30-33

Demographics, N/2-4

Department stores:
credit card accounts, S/22-24; marketing research, S/22-24

Divorce, Mr/17; O/11-12; N/30-31

Drug use, My/10

E

Economic censuses, Ja/26-31:
business activities, Ja/26; data collection, Ja/26; history, Ja/27-28; industrial activities, Ja/26; market research, Ja/28-30

Economic decentralization, Ja/16, 45

DUALabs vs Census Bureau, D/2-4

Elderly:
characteristics of population, Je/13-15; consumer behavior, Mr/16-17; economic status, Mr/14-16; employment, F/40-41*; S/13-14; immigrants, Je/13-15; income, Jl-Ag/12; lifestyles, Mr/14; marketing to, Mr/13-17, 40-41; retirement, F/40-41*; S/13-14

Election polling, Je/24-29:
accuracy, Je/27, 29; sampling methodology, Je/26, 29

Elections (Presidential):
voter participation, Je/42-43; voter profile, Je/43-44

Emigration, Mr/7-8; Ap/16-18

Energy, F/36-38

Entrepreneurs, Je/17:
black, Je/18-20; minority, Je/18-20; women, Je/21-23

Ethnic Almanac, Jl-Ag/2-5

Ethnic population, Ap/42-44*; Jl-Ag/2-5

F

Families:
female-headed, Jl-Ag/42-43; income projects, Ap/46-47; size, Ja/50-51; two-income, S/35-37; O-12

Family Life Cycle (FLC), Je/32-33

Fatalities, work-related, S/12

Federal-State Cooperative Program for Local Population Estimates, Ap/36-37

Federation for American Immigration Reform (FAIR), N/36

Fertility, Ja/2; My/9:
Alaskan, D/10; economic relationship, S/6-7*; Hispanic, My/9; teenage, Ap/11

Flexible work hours, D/44

Food expenditures, F/9; S/12-13

Forecasting, Ja/43

Frontier, Ap/26

G H

Gentrification, Ja/17-18, 46; N/14-19

Global 2000 Report to the President, S/2-4

Government employees, D/45:
federal, Jl-Ag/10; local, Ja/10

Handicapped, Je/4

Heads of household, female:
demographic characteristics, Jl-Ag/42-43; income, Jl-Ag/42-43

Health:
practices, Mr/2; statistics, F/9; Mr/2; Ap/14; Je/4

Heating fuels, F/36-38

Hispanics:
age distribution, Jl-Ag/16,18; fertility, Je/6; illegal aliens, Jl-Ag/16; sex ratio, Jl-Ag/16

Household expenditures, Jl-Ag/46-47
(*See also* Food expenditures)

Household technology, My/4; N/44*

Households:
female-headed, Jl-Ag/42-43; N/46-47; growth, O/31-33; single-person, N/46-47; size, O-28-33

Housing, N/6, 44*:
child restrictive policies, F/2; forecasts, My/46-47; market, F/42-44; statistics, N/42-44; (*See also* Apartment construction, Condominiums, Rental housing, Real estate)

I J

Illegal aliens, Ap/18; Jl-Ag/16; O/17; N/35-36

Immigrants:
aging population, Je/13-15; country of origin, O/17; effect on population growth, O/17-21; historical trends, Je/13-15; (*See also* Refugees, Cuban)

Immigration estimates, Ap/16-18

Income:
forecasts, S/46; per capita, O/40-41; personal, O/40-41

Institute for Social Research, My/34-35

Insulation, F/38

Japanese consumers, Jl-Ag/10-11

Job placement, F/12

L

Labor force:
at-work population, Je/38; demographic changes, Je/9; S/28-33; economic changes, S/28-33; forecasts, F/46-47; Mr/46; work attitudes, Jl-Ag/11-12

Labor unions:
demographic influences, S/28-33; membership decline, S/28-33

Land ownership, Ja/8-9

Language use:
data collection, My/28-33; English proficiency, My/28-33; historical statistics, My/28-30

Leisure activities, My/10, 15; N/40-41

Lifestyle research, Ja/20-25; My/21-23; S/25-27:
data analysis, Ja/20-23, 25; methodology, Ja/20, 24-25; My/21-23; *Work Values Signal*, My/23; *Yankelovich Monitor*, F/31-32; Mr/30-35; My/21-23

Local Review Program, Jl-Ag/32-37:
community relations, Jl-Ag/32-35, 37; methodology, Jl-Ag/34; statistical resources, Jl-Ag/34, 37

M N

Magazines:
market, N/12; targeting to elderly, Mr/40-41

Mail order industry, Je/6-7

Marketing research, Je/30-33:
composite analysis, Je/31-33; firms, Ja/29-31, F/15-21; graduate education, F/10-11

Marketing to elderly, Mr/13-17, 40-41

"Method of demographic analysis", Ap/16

Mexican-Americans, Ap/44*; O/12

Middle classes, Jl-Ag/20, 23

Migration, Ja/14, Mr/18-21

Military recruitment, Ap/12

Minorities:
business enterprises, Ap/44*; Je/18-20; military recruitment, Ap/12; state populations, O/13; undercount, N/34; (*See also* Blacks, Hispanics, Mexican Americans)

Money management, Je/7-9

Mother tongue, My/28-32

National Ambulatory Medical Care Survey, F/9; Ap/14

National Research Council Panel on Small-Area Estimates of Population & Income, Ap/19-20

National Technical Information Service (NTIS), Je/34-36

Newspapers:
lifestyle research, Ja/20-25; targeting, Ja/23-24, Mr/40-41

Nonmetropolitan areas:
business climate, Ja/17-18; economy, Ja/16, 18, 44; employment opportunities, Ja/16-17; population, Ja/15

Nonprofit organizations, Jl-Ag/12

O P

Office of Federal Statistical Policy & Standards, Ap/2

Older persons (50-65):
consumer behavior, Mr/16; economic status, Mr/14; lifestyles, Mr/14

Overpopulation, S/2-4

Palm Beach Lifestyle Study, J/20-23

Pet cemeteries, Jl-Ag/11

Population density, Ap/25-26

Population estimates, Ap/16-21:
accuracy, Ap/16-21; county, Ap/20, 36-37; small-area, Ap/18-20, 30-32; state, Ap/30-31, 36-37; use in federal allocations, Ap/18-20

Population growth, S/2-4:
computer mapping, Jl-Ag/9; fertility levels, O/18-21; immigration, O/17-21; projections, O/18-21

Population projections:
methodology, Ap/38-40; proposed federal guidelines, Ap/33-35; small area, Ap/30-32; state, Ap/30-31, 36-37; use in federal allocations, Ap/33-35, 37

Population trends:
aging, F/22-23; Jl-Ag/18-19; economic effect, F/22-23; historical, Je/13-15; immigration effects, Je/13-15; state & regional variations, Mr/18-20; Jl-Ag/18-19

Population pyramids, Jl-Ag/15-17, 18

Poverty levels, S/14

Professionals, Mr/30, 33-35; Jl-Ag/20-23

Psychographic research, S/25-27

Public opinion polls, Je/24-29

R

Racial & ethnic statistics, O/2-4

Radio use, S/14

Real estate:
demographic data use, F/42-44; lifestyle research, F/44; marketing research firms, F/42-44

Reapportionment:
history, N/24-26, 28-29; methods, N/24-29

Refugees, Cuban, F/10

Rental housing:
characteristics of occupants, F/2; family size restrictions, F/2

Revenue sharing, Ap/18, 36-37; N/35

Rural commuters, F/12-13

Rural migration, Jl-Ag/30-31

S

San Francisco:
census local review program, Jl-Ag/34-37; statistical resources, Jl-Ag/34, 37

School enrollment, S/47
(*See also* College & university enrollments)

Self-employment, Mr/9-10; Je/17-23

Single parents, My/39*

Single persons, My/38-39*; N/30-31

Skiing, Ja/7

Small businesses, Je/18, 20, 21-23

Social indicators, Mr/36-38

Southern Renaissance, Ja/13-14:
business climate, Ja/13-14; causes, Ja/14; employment growth, Ja/14

Sports:
equipment sales, My/15, 42; participants, My/16-17, 42; popularity, My/15-17, 42; promotional use, My/17, 42; skiing, Ja/7; spectators, My/16-17, 42; televised, My/15, 42; women participants, My/42

Standard Industrial Classification (SIC), Ja/28

Standard Metropolitan Statistical Areas (SMSA):
constituent countries, D/32-42; definition, D/18-21, My/36; growth, D/18-21; households, D/25-31; housing statistics, My/26-27; per capita income, O/40-41; personal income, O/40-41; population statistics, My/24-27, 36-37; D/25-30, 32-42; statistical profile, My/36-37

State Data Centers, Ja/32-36; D/13

State Data Centers Directory, Ja/36; D/14-15

State Demographers, O/42-44

Statistical Abstract of the United States, Jl-Ag/44*

Statistical error, O/12

Statistical Policy Coordination Committee, Ap/33

Suburbs:
black population, S/16-21, 44; housing statistics, My/26-27; population statistics, My/24-25, 27; racial composition, S/16-21, 44

"Sunbelt" definition, Mr/22-23

Supermarket advertising, Ja/9-10

Supermarket scanning devices, My/40-41:
Behaviorscan, My/41, use in marketing research, My/40-41

Surveys:
government-sponsored, Je/7; public reaction, Je/7; (*See also* Public opinion polls)

Survey of Income & Education (SIE), My/31-33

Survey of Minority-Owned Business Enterprises, Je/19

T U

Teachers, N/12

Teenage birthrate, Ap/11

Television:
advertising, F/24; cable, O/35-38; county demographic profiles, F/24-26; ratings, F/24-27; sports, My/15, 42; supermarket advertising, Ja/9-10

Texas:
demographic characteristics, N/22-23; employment patterns, N/22; population growth, N/21-23; SMSA's, N/21-23

Toy industry:
demographic data use, N/38-39; marketing, N/38-39

Trade areas, Je/38-39

Travel, Jl-Ag/11

Two-income families, Je/46-47; S/35-37; O/12

Unemployment rates, Ja/10

United States:
social conditions, Ja/42*; social policy, Ja/42-43*

United States population:
age distribution, Jl-Ag/14, 16-19; characteristics, Ap/22-27; My/36-37; fertility levels, O/18-21; households, O/28-33; immigrants, O/17-21; racial & ethnic composition, Jl-Ag/16-17; O/17-21; sex ratio, Jl-Ag/14, 16-18; single persons, N/30-31; state & regional variations, Mr/46; Jl-Ag/18-19; statistical profile, Ap/22-27; My/36-37

Universal Product Code, My/40

Upper classes, Jl-Ag/20-23:
characteristics, Jl-Ag/20-22; social influences, Jl-Ag/22-23

Urban & Regional Information Systems Association (URISA), Ja/3-5

Urban Policy assessment, Ja/13-19, 44-48

Urban to rual migration, Jl-Ag/30-31

Urban Transportation Planning Packages, Je/39

V W X Y Z

Vagrants (New York City), S/43, 47

Veterans, N/9

Vital statistics, Je/4

Voter profile, Je/43-44

Widowed persons, My/38*; N/31

Women:
age distribution, Jl-Ag/14, 16-19; business enterprises, Je/21-23; business school graduates, Ap/14; delayed child-bearing, Ja/2; My/9; employment, My/4; Je/21-23; S/35-37; O/6-8*; D/44-45; heads of household, Jl-Ag/42-43; N/46-47; homemakers, My/4; O/6-8*; pregnant workers, D/10; sports participation, My/42; (*See also* Fertility)

Work Values Signal, My/23

World population:
fertility rates, S/40-42; growth rates, S/2-4, 40-42

Yankelovich Monitor, F/31-32; Mr/34-35; My/21-23

Yankelovich, Skelly & White, Inc., My/21-23

Zero population growth, O/18-20

AUTHOR-TITLE INDEX

1980 Guide to Metropolitan Areas, D/25-30, 32-42

Allan, Carole B. Measuring Mature Markets, Mr/13-17

Baker, Ross. Best books, or ... How I survived ..., N/48; Cultural Trends of the 1980's, S/48; Farewell to Fund City, Ap/48; How to Survive Gentrification, Je/48; Name That Goon, O/48; New Arms, Old Soldiers, Jl-Ag/48; Of Idiots & Indians, My/48; Out of My Cluster, F/48; Overcount, Ja/52; Wholesale Conservatives, Retail Liberals, D/48, 31, 43

Batutis, Michael J. State Statistics, Ap/36-37

Boote, Alfred S. How to Get More from Demographic Analysis, Je/30-33

Bouvier, Leon F. Immigration at the Crossroads, O/17-21

Bryant, Barbara Everitt. Marketing Newspapers with Lifestyle Research, Ja/20-25

Burke, Barbara. Computer Mapping, Mr/27-29

Cox, William A. Changing Consumption Patterns, My/18-19, 44

Charboneau, F. Jill. The Woman Entrepreneur, Je/21-23

David, Sam T. Reapportionment: Numerical Politics, N/24-29

DeAre, Diana & Larry Long. Meet the Average American, Ap/22-27

Dunn, Bill. Demographers' Dress, Mr/48

Edwards, Carolyn S. The Cost of Raising a Child, Jl-Ag/25-29

Espenshade, Thomas J. Demographics of Decline, F/22-23

Finley, Daniel. Demographics for Fun & Games, N/38-39; Residential Real Estate, F/42-44; Supermarket Scanners, My/40-41; Targeting the Older Reader, Mr/40-41

Forrest, Edward J., *et al.* Psychographic Flesh, Demographic Bones, S/25-27

Forstall, Richard L. Is America Becoming More Metropolitan?, D/18-22

Goldman, Eric F. The Emerging Upper American, Jl-Ag/20-24

Groat, M.F. The Census & the Cities, Jl-Ag/32-37

Hayge, Howard. Two-Income Families, S/35-37

Kasorda, John D. To Revitalize the Cities, Ja/13-19, 44-48

Johnstone, Denis F. Social Indicators III, Mr/36-38

Jones, Landon Y. The Baby-Boom Consumer, F/28-35; The Emerging Superclass, Mr/30-35

Long, Larry & Diana DeAre. The Suburbanization of Blacks, S/16-21, 44

McArthur, Edith. How Wide is the Language Gap, My/28-33

McCaffrey, Patrick. Daytime Demographics, Je/38-39; Sports Mania, My/15-17

Melko, Matthew & Leonard Cargan. The Singles Boom ... and Bust, N/30-31

Newitt, Jane. The Long Reach of 1914, Je/13-15; The Private College Crisis Ahead, O/25-27

Nordberg, Olivia Schieffelin. Inside the Board, S/38-39; Lifestyle's Monitor, My/21-23; Polling 1980: Adrift on the Ocean of Possible Truth, Je/24-29; Television Wars, F/24-27

Rice, Bradley R. Searching for the Sunbelt, Mr/22-23

Riche, Martha Farnsworth. All About Working Women, O/6-8; The Annual Housing Survey, N/42-44; Choosing 1980 Census Data Products, D/12-13; Commemorating the Counts, Jl-Ag/44; Demographic Supermarkets of the Eighties, F/15-21; The Future of Organized Labor, S/28-33; Is There Hope for Housing, N/6, 44; The Measurers of Michigan, My/34-35; The Mid-Life Muddle, Je/40; Minority Report, Ap/42-44; NTIS, Je/34-36; Reagan's Retirement, F/40-41; State Data Centers, Ja/32-36; State Demographers, O/42-44; State Statistical Abstracts, Jl-Ag/38-40; Supply Side Demographics, S/6-9; Tea for Two, Soup for One, My/38-39; Uncertain Forecasts, Ja/42-43

Rives, Norfleet. Fighting Over Federal Fortune Telling, Ap/33-35

Robey, Bryant. Age in America, Jl-Ag/14-19; America Out of Focus, Ap/16-21; California's Empty Beaches, S/2-4; CENSPAC, Pro & Con, D/2-4; The Entrepreneurial Dream, Je/17; Ethnics on Parade, Jl-Ag/2-5; Fertility, Fantasies & a Few Facts, Ja/2; Golden Numbers, Ap/2; How to Stay Healthy, Mr/2; In Old America, Je/2; No Children Need Apply, F/2; The People Speak, Je/42-44; The Top Fifty Income Markets, O/40-41; Turning Thirty, N/2-4; You Are What You Say You Are, O/2-4

Russell, Cheryl. All SMSAs Are Not Alike, My/36-37; America's Arts, N/40-41; Beansprouts, Barges & Bowling Balls, Ja/26-31; The Condo Craze, Mr/42-44; Evaluating Small-Area Estimates & Projections, Ap/30-32; —& Bryant Robey. Follow the Sun: Census Shifts Explained, Mr/18-21; Haves & Have Nots, S/40-42; Hot & Cold Statistics, F/36-38; In Richmond, with CENSPAC, Ja/38-41; Inside the Shrinking Household, O/28-33; The Minority Entrepreneur, Je/18-21; A Tale of Fifty Cities, My/24-27; Why Women Work, My/4; Women Breadwinners, Jl-Ag/42-43

Schill, Michael H. & Arthur Maurice. Gentrification & the Census, Ap/4-6

Sharpe, Mollie Hawkins. Texas: The Urban Frontier, N/21-23

Spain, Daphne. A Gentrification Scorecard, N/14-19

Spencer, Gregory & Signe Wetrogan. Projecting the Census, Ap/38-40

Volner, Martha Weisz. Congress & the 1980 Census, N/33-37

Walsh, Doris. Cable TV: The Electronic Newsstand, O/35-38; Department Store Demographics, S/22-24

Williams, James D. & Andrew J. Sofranko. Why People Move, Jl-Ag/30-31

U.S. POSTAL SERVICE
STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION
(Required by 39 U.S.C. 3685)

1. TITLE OF PUBLICATION	4. PUBLICATION NO.	2. DATE OF FILING
American Demographics	4 7 2 8 3 0	9/24/81
3. FREQUENCY OF ISSUE	A. NO. OF ISSUES PUBLISHED ANNUALLY	B. ANNUAL SUBSCRIPTION PRICE
11 x per year	11	$38.00

4. COMPLETE MAILING ADDRESS OF KNOWN OFFICE OF PUBLICATION (Street, City, County, State and ZIP Code) (Not printers)
PO Box 68, Ithaca, NY 14850

5. COMPLETE MAILING ADDRESS OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHERS (Not printers)
PO Box 68, Ithaca, NY 14850

6. FULL NAMES AND COMPLETE MAILING ADDRESS OF PUBLISHER, EDITOR, AND MANAGING EDITOR (This item MUST NOT be blank)

PUBLISHER (Name and Complete Mailing Address)
Peter K. Francese, 501 Warren Road, Ithaca, NY 14850

EDITOR (Name and Complete Mailing Address)
Bryant Robey, 209 Waite Avenue, Ithaca, NY 14850

MANAGING EDITOR (Name and Complete Mailing Address)
F. Jill Charboneau, 206 Overlook Road, Ithaca, NY 14850

7. OWNER (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Item must be completed.)

FULL NAME	COMPLETE MAILING ADDRESS
American Demographic, Inc.	PO Box 68, Ithaca, NY 14850
Peter K. Francese	501 Warren Road, Ithaca, NY 14850
Bryant Robey	209 Waite Ave, Ithaca, NY 14850
Joseph & Maria Stycos Jt/Wrs	28 Twin Glens Road, Ithaca, NY 14850
Robert & Nancy McKersie Jt/Wrs	197 Jason St, Arlington, MA 02174

8. KNOWN BONDHOLDERS, MORTGAGEES, AND OTHER SECURITY HOLDERS OWNING OR HOLDING 1 PERCENT OR MORE OF TOTAL AMOUNT OF BONDS, MORTGAGES OR OTHER SECURITIES (If there are none, so state)

FULL NAME	COMPLETE MAILING ADDRESS
Tompkins County Trust Company	110 N Tioga, Ithaca, NY 14850

9. FOR COMPLETION BY NONPROFIT ORGANIZATIONS AUTHORIZED TO MAIL AT SPECIAL RATES (Section 411.3, DMM only)
The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes: (Check one)

☐ (1) HAS NOT CHANGED DURING PRECEDING 12 MONTHS ☐ (2) HAS CHANGED DURING PRECEDING 12 MONTHS

(If changed, publisher must submit explanation of change with this statement.)

10. EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NO. COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES (Net Press Run)	7925	7500
B. PAID CIRCULATION 1. SALES THROUGH DEALERS AND CARRIERS, STREET VENDORS AND COUNTER SALES	0	0
2. MAIL SUBSCRIPTION	6441	6553
C. TOTAL PAID CIRCULATION (Sum of 10B1 and 10B2)	6441	6553
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES	200	174
E. TOTAL DISTRIBUTION (Sum of C and D)	6641	6727
F. COPIES NOT DISTRIBUTED 1. OFFICE USE, LEFT OVER, UNACCOUNTED, SPOILED AFTER PRINTING	1284	773
2. RETURNS FROM NEWS AGENTS	0	0
G. TOTAL (Sum of E, F1 and 2 - should equal net press run shown in A)	7925	8000

11. I certify that the statements made by me above are correct and complete.

[signature] Publisher